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# Avent Ferry Road Corridor Study

AVENT FERRY ROAD CORRIDOR STUDY DESIGN ALTERNATIVES

March 26, 2018



#### **AGENDA**

6:30pm – 6:45pm Welcome

Context

Process

Status Update

Meeting Purpose

6:45pm – 7:00pm Design Alternatives and Survey

7:00 pm-8:30pm Deep Dive Tables:

Mission Valley Shopping Center

Avent Ferry Shopping Center

Western to Varsity

Varsity to Gorman

Gorman to Tryon

Connectivity and Transit

Future Land Use

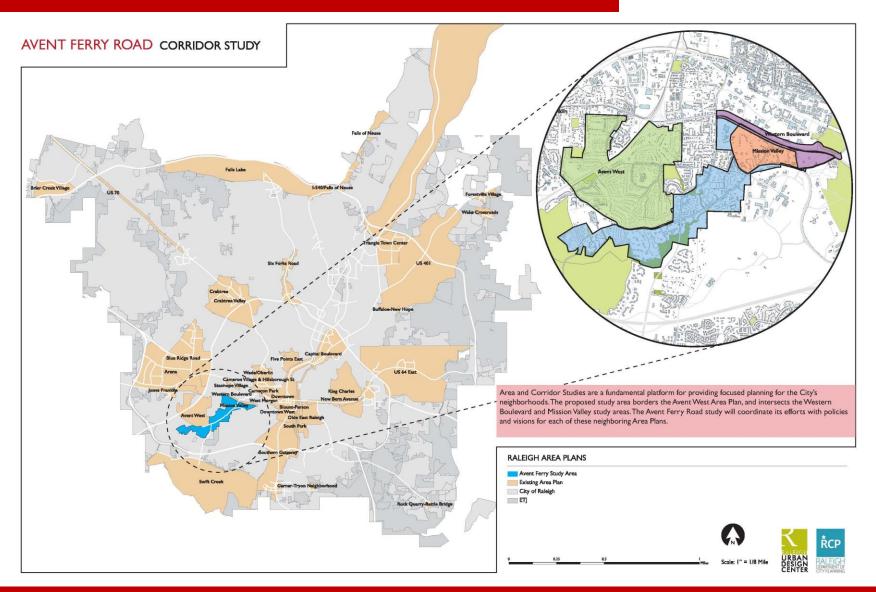
8:30pm Conclude



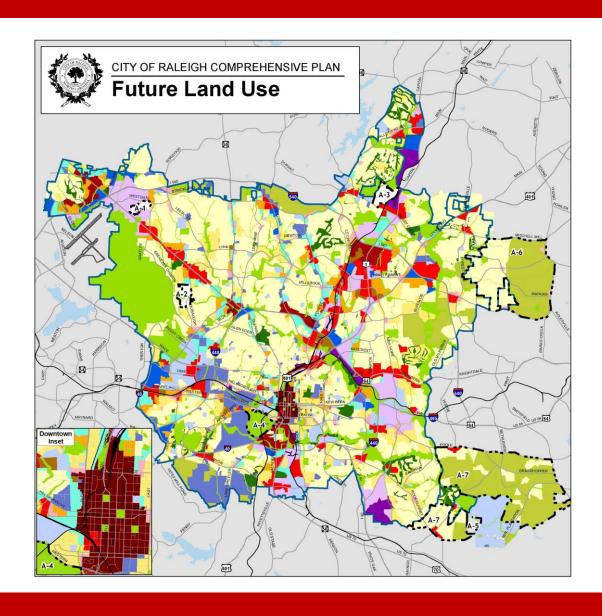
## **CORRIDOR STUDY?**

Community driven planning process focused on a specific area, as opposed to citywide planning.

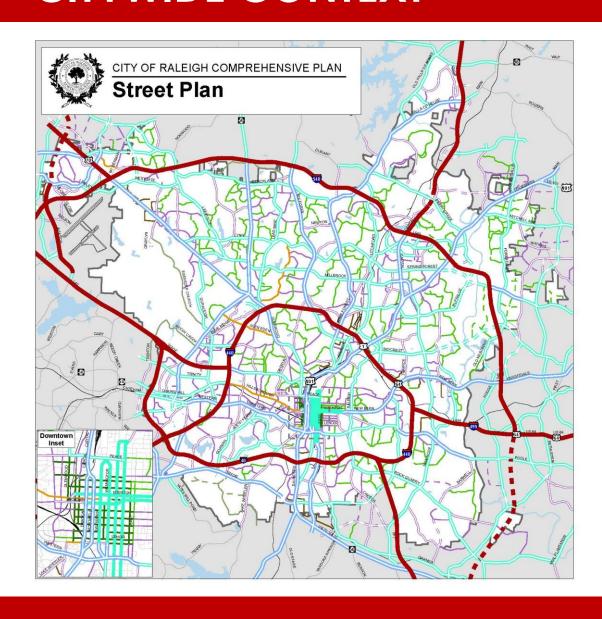




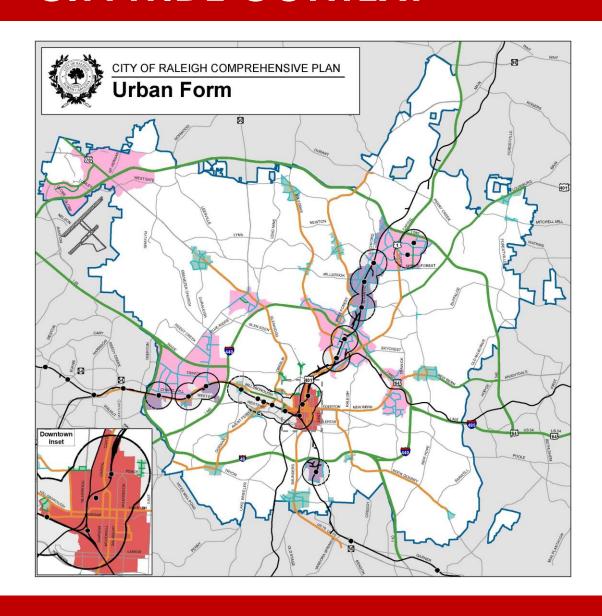




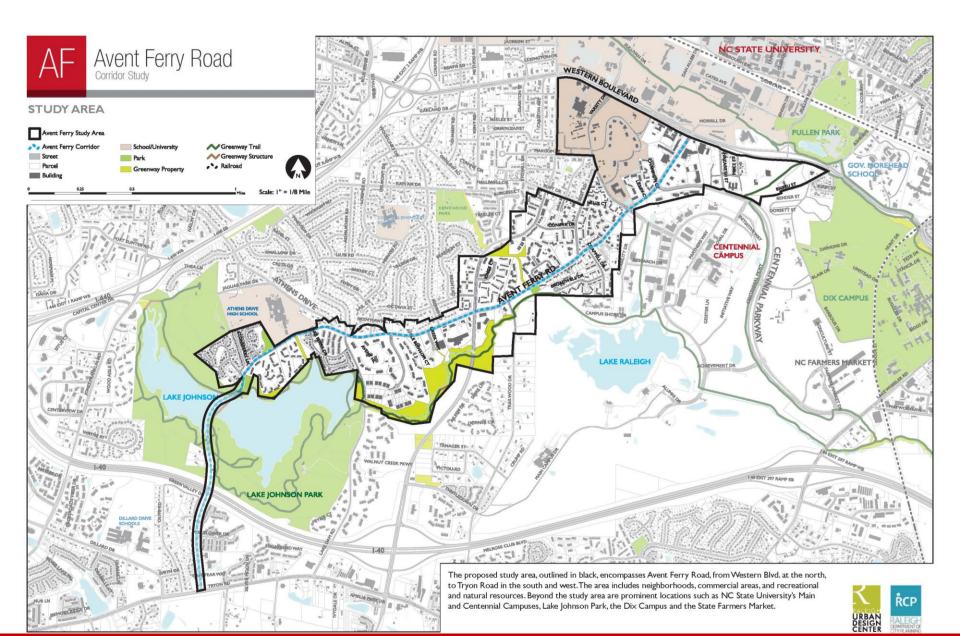




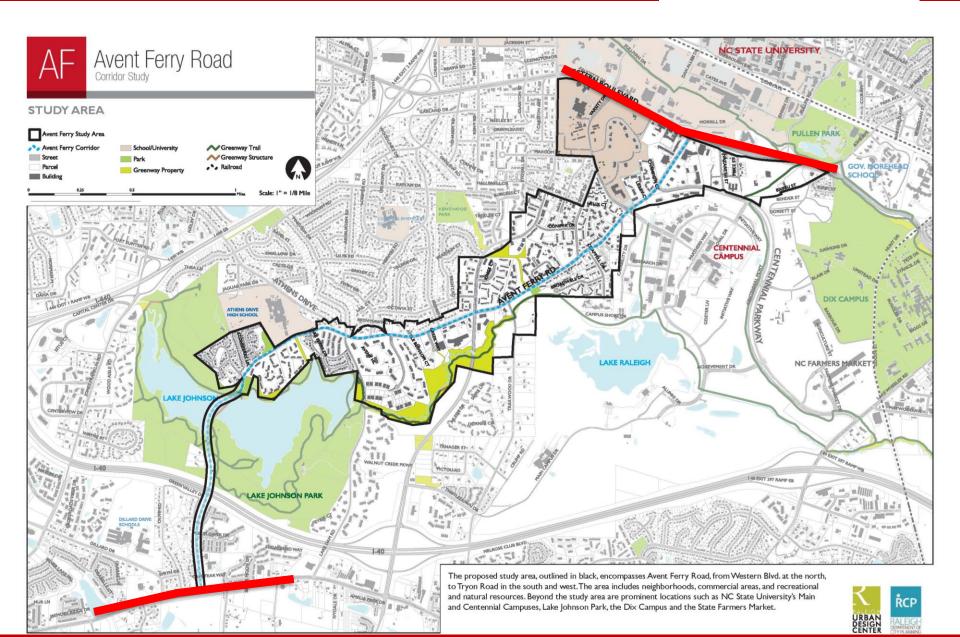




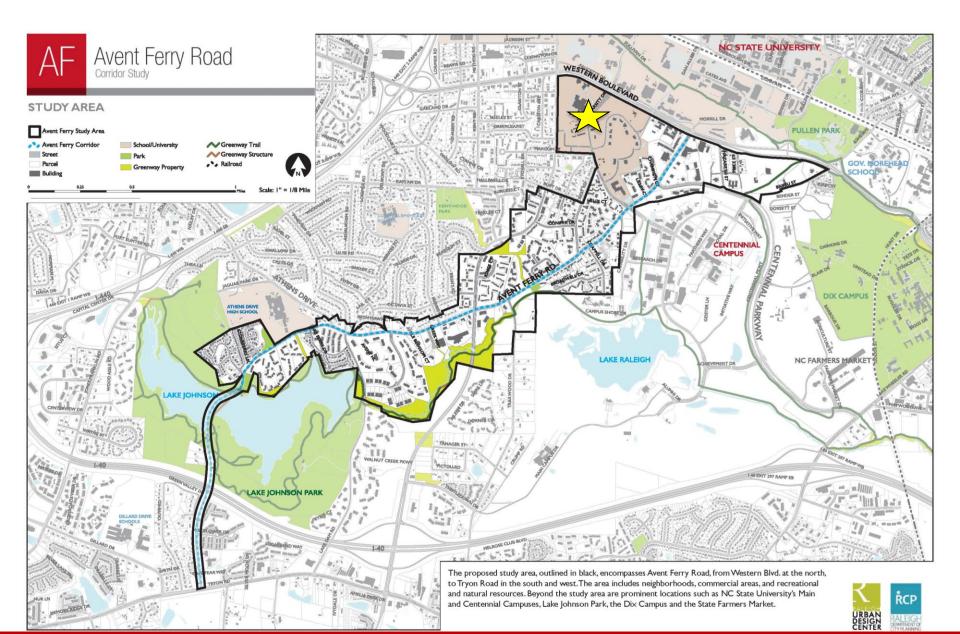




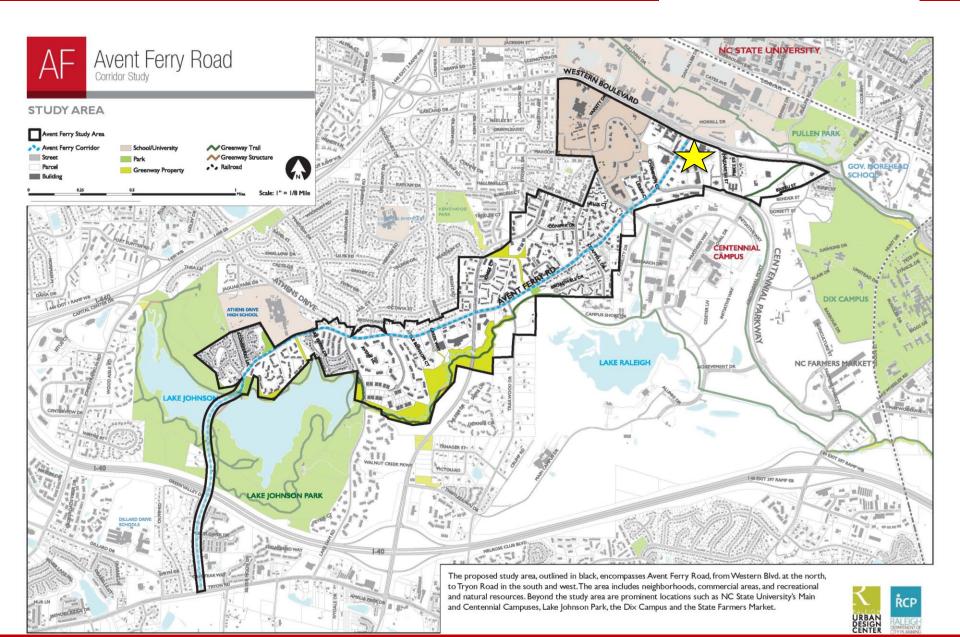




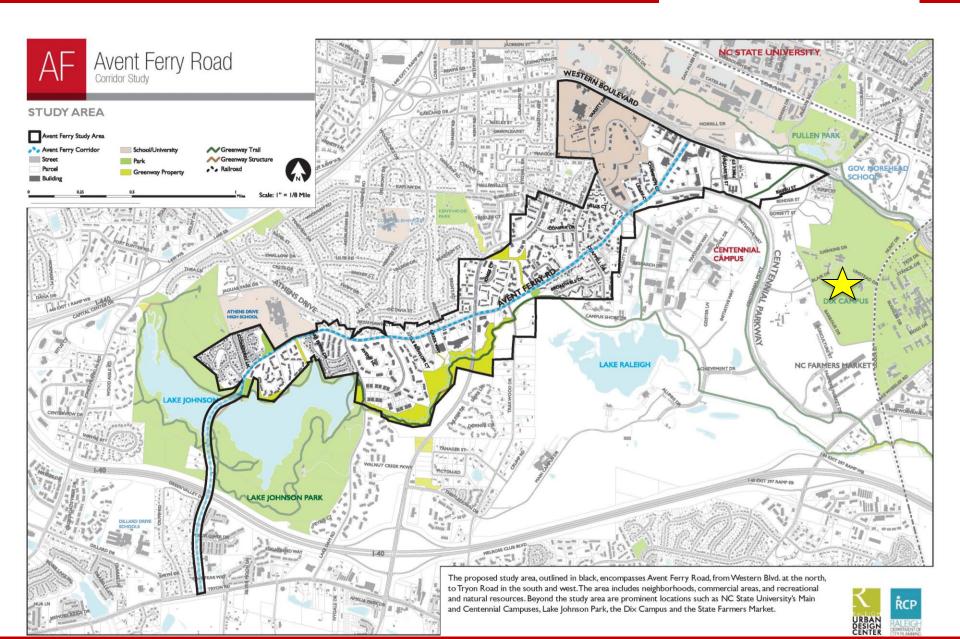




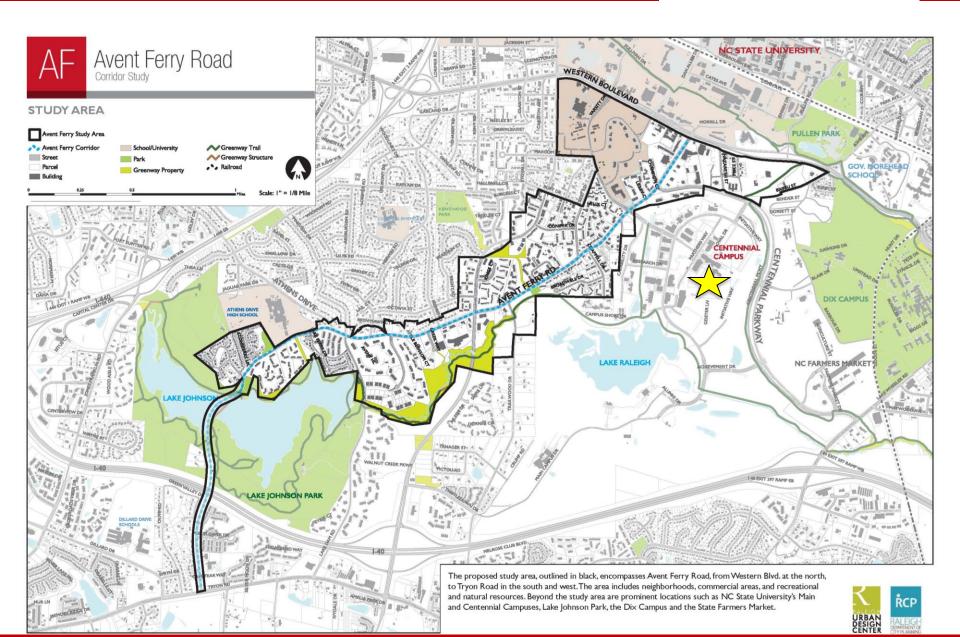




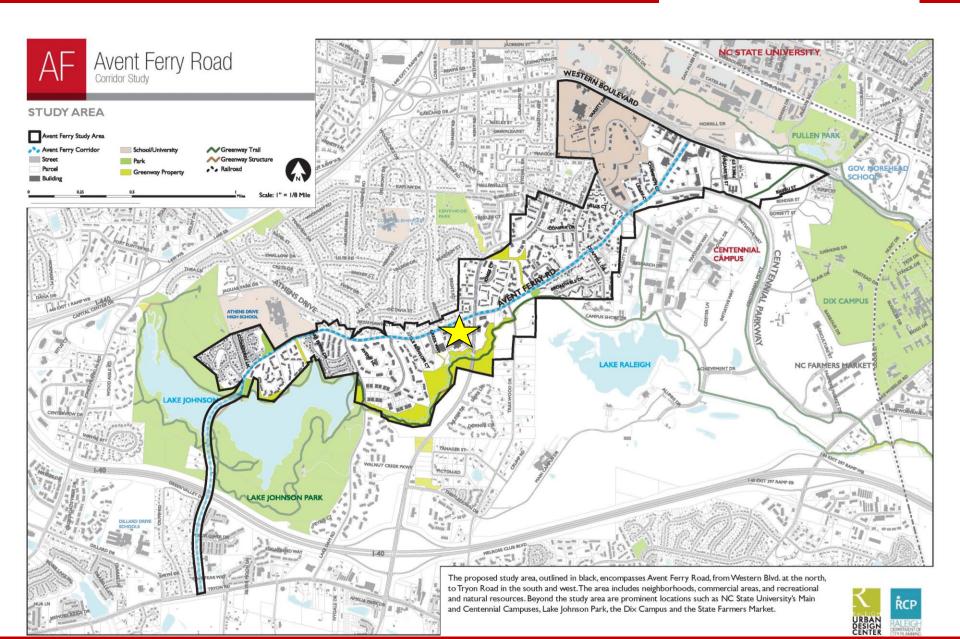




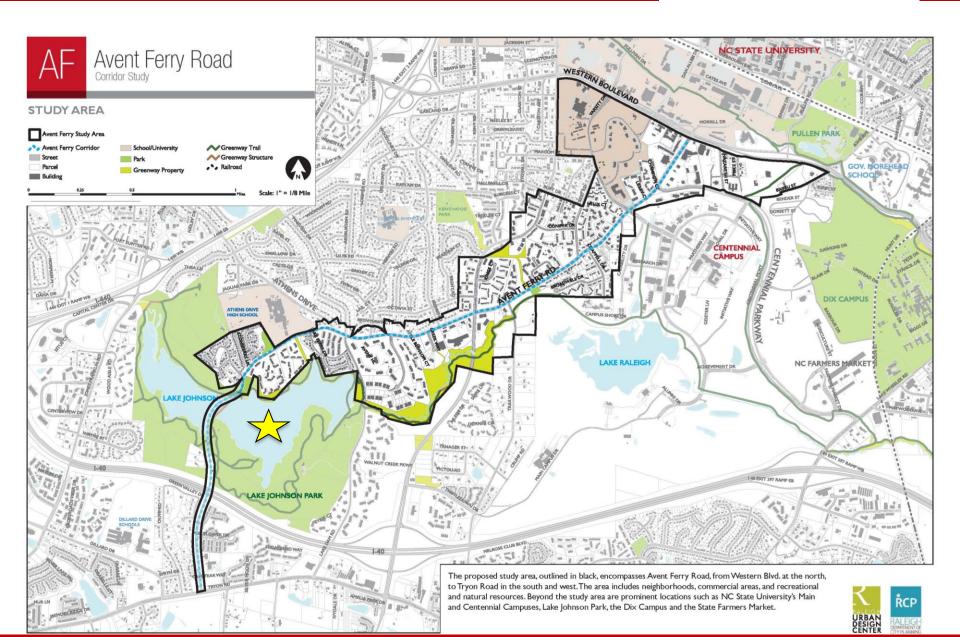




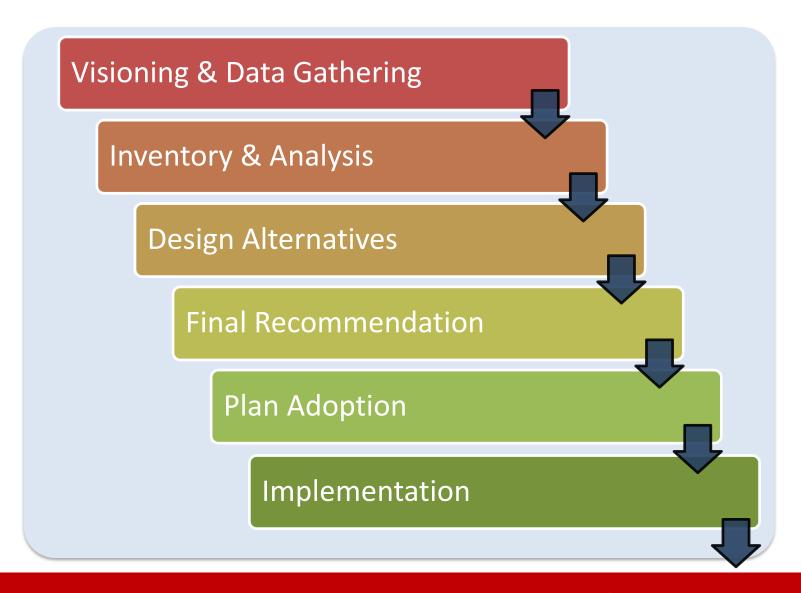




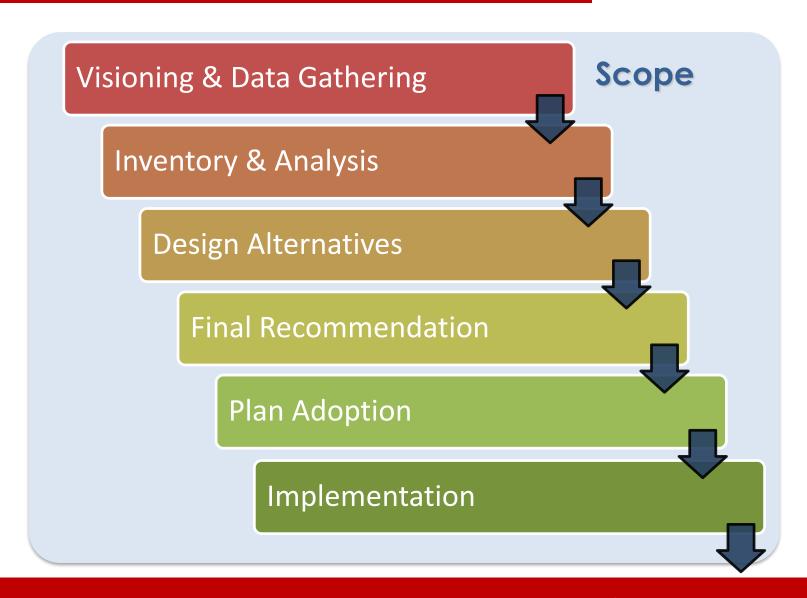












## **VISIONING WORKSHOP**







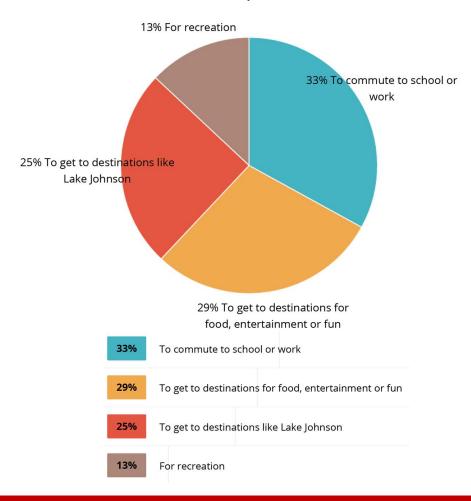




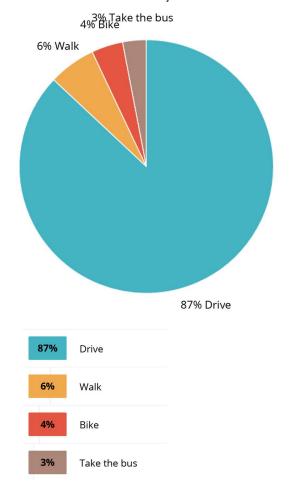
#### CITYZEN POLL RESULTS



## How do you use Avent Ferry Road?

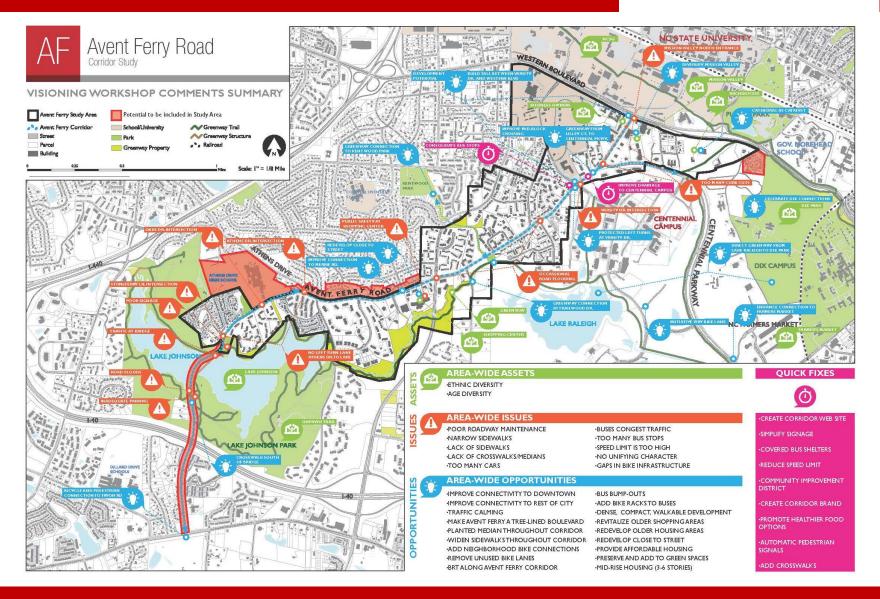


## How do you typically travel on Avent Ferry Road?

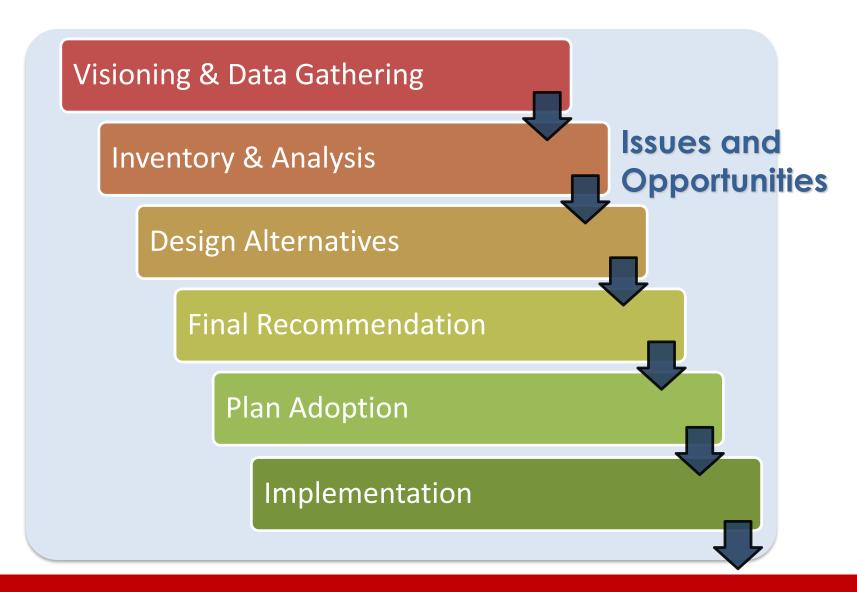


#### **VISIONING SUMMARY**









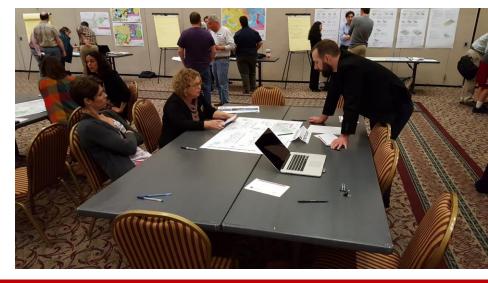
## **KICKOFF MEEETING**











#### CITYZEN POLL RESULTS





Rachel Pohlman Safe crosswalks and bus shelters

7 days ago



Laura Howard 1. Bike lanes where needed.

- 2. Grassy median in place of suicide lane.
- 3. Pedestrian crosswalks where traffic must STOP and YIELD to walkers.

sty

Jay Dawkins I see a lot of bikes on the sidewalk in this area - maybe there's a way to widen that into a greenwaystyle path. That may align with narrowing the road lanes a bit since the current width seems to facilitate speed. Given the large walking/biking student population in this area, it makes sense to reduce speed, at least from

Western to Lake Johnson.

7 days ago

Q 11



**jhartman** Avent Ferry needs to be made much safer for pedestrians crossing the street and for bike riders. Currently there are no bike-only lanes which are physically protected from cars. Maybe raised pedestrian islands are needed to help make it safer for people to walk across the street to get to the buses.

6 days ago

Q 2



**Evan Bagby** A turn signal at the intersection of Varsity and Avent Ferry. When turning left facing centennial you are esstientially blind to oncoming traffic due to the downward slope and the cars turning left from the opposite way obstructing what little view one may have. Seen many near accidents due to this.

6 days ago

**Q**4



Kristi McClain Make it more of a nice, destination road and not just an ugly commuter road. The shopping centers need to be cleaned up and updated. Promotion of the greenway to Lake Johnson. Restaurants/a brewery along the greenery. This area has so much potential! More of a walkable, urban feel. Signage for the area.

7 days ago

**Q** 0



Diane Wide sidewalks that properly and safely accommodate motorized wheelchairs all the way to Lake Johnson!

3 days ago



Jasmin Robertson Wilson More buses. I would like to be able to get to Tryon Rd from that area.

6 days ago

**Q** 1



Deanna Metivier A bus lane and bike lanes

7 days ag

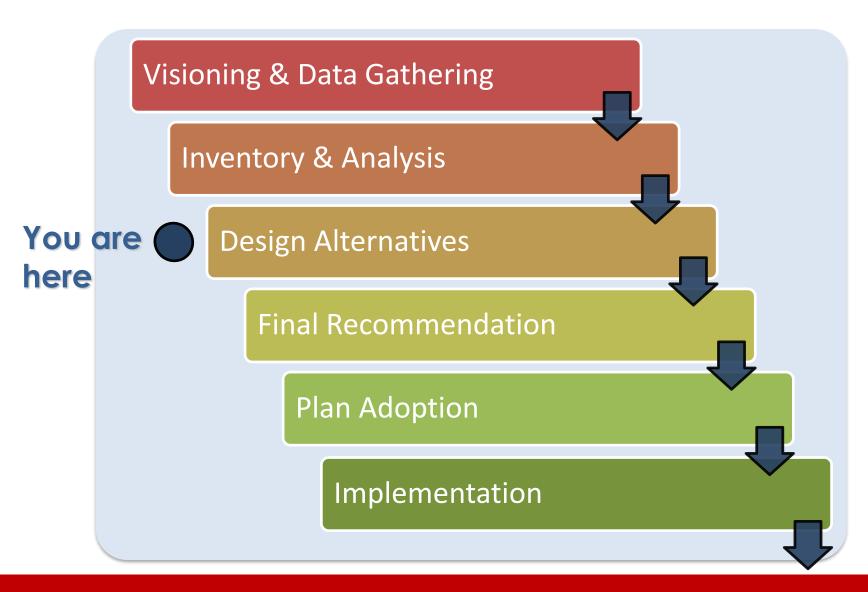


**Ben Williams** More buses? There are tons of buses running constantly on avent ferry. There should be bus lanes where they can let traffic flow around them instead of blocking a lane

5 days ag

**⊙** 3





## **DESIGN WORKSHOP**



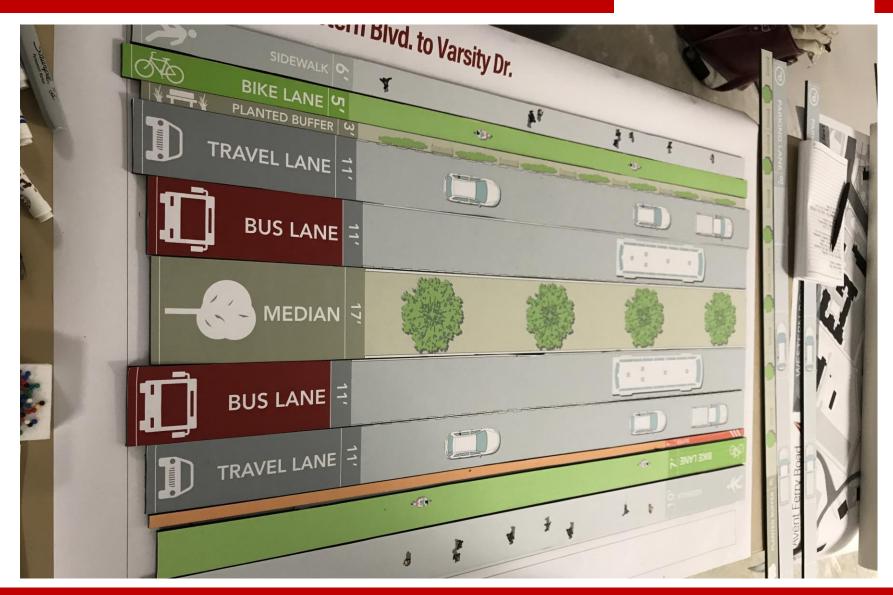






## STREET SECTIONS ACTIVITY





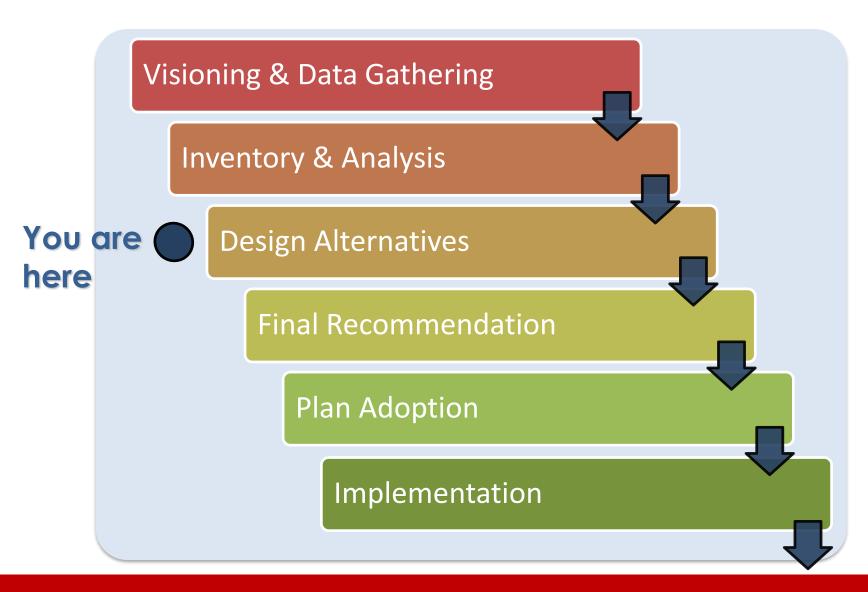
## **FOCUS AREA DESIGN**



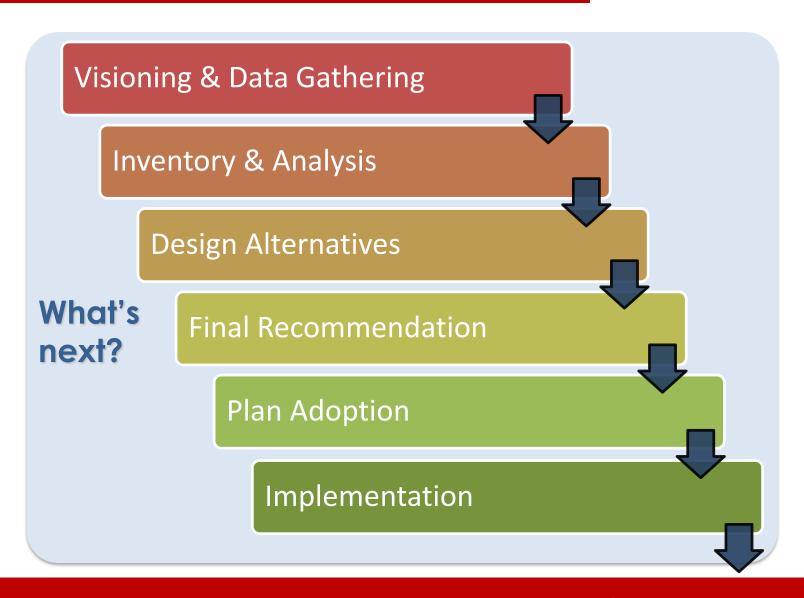




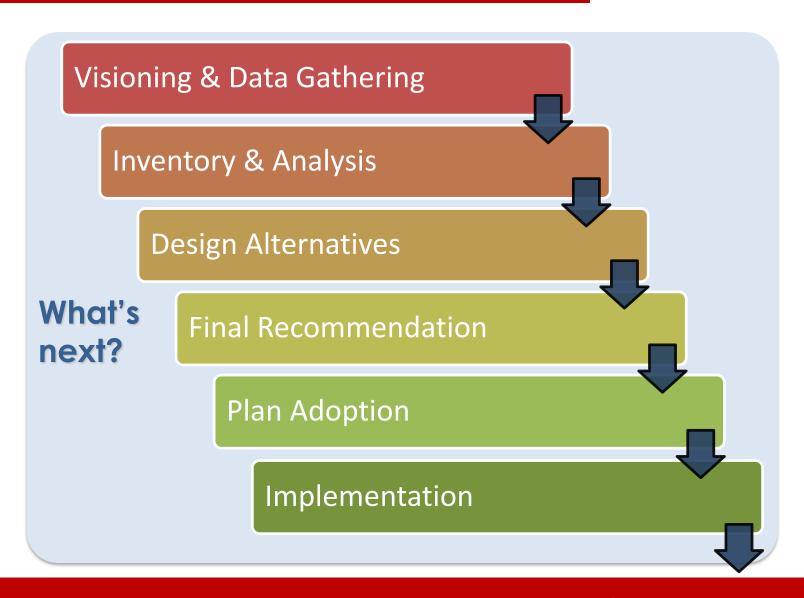












#### **MEETING PURPOSE**



#### **Survey of Design Alternatives**

- Mission Valley Shopping Center
- Avent Ferry Shopping Center
- Western to Varsity
- Varsity to Gorman
- Gorman to Tryon
- Connectivity and Transit
- Future Land Use

## WORKSHOP FEEDBACK

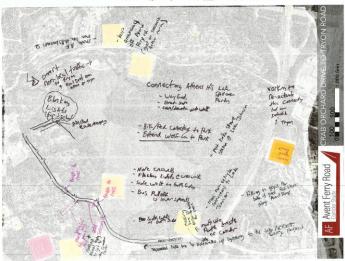








- LOWER SPEED LIMITS (MAX 35-MPH)
   PEDESTRIAN ACTUATED SIGNAL
   O (PEST ROAD
   TRANSIT COVERAGE
   WOLFELD DOESN'T OPERATE
- Don't Widen Aunt Forg to 4 lares
- Keep Pedestrian brudge @ L Johnson
- WIDEN AVENT FERRY BACK TO
- LANE DROP AT GORMAN DANGEROUS +
- CONFUSING
  OVERHEAD GUIDE SIGNS FOR
  TURN LANES APPROACHING WESTERN
  TRAFFIC BACKS UP AT GORMAN
  BY OF LANE IROP
  CARS PARKED ON BOTH SIDES OF
  AVENT FERRY AT LAKE
- NEED BETTER MARKED CROSSINGS AT LAKE TRAILS
- Sight Distance Study for EB to NB C from Worsely to Amen Forny exp who gap fift is passed





#### **COMMUNITY DIRECTION**



## Transportation Consensus

- Improve bicycle and pedestrian safety
- Safe crossings

#### Minority opinions

- Remove bike lanes
- Speed up traffic



#### **COMMUNITY DIRECTION**



## Development Consensus

- Highest density at Mission Valley
- Higher density mixed-use at Gorman Street
- Preserve existing tree stands

#### Minority opinions

- Keep development as-is
- Urban frontage along entire corridor



## **COMMUNITY DIRECTION**



#### Landscape Consensus

- Stormwater concerns
- Identity
- Gateways



# INSTITUTIONAL, CITY STAFF, & OWNER FEEDBACK



- Appeal to Broader Demographic
- University Plans
  - Oval Drive
  - Greek Village
- Market Observations
- Complete Streets
- Transit Service
- Overall Context within the City
- Connections

#### MARKET ANALYSIS



#### **KEY FACTORS**

46,240 Population





\$41,616

Average Household Size Median Household Income

#### **EDUCATION**



Diploma





Graduate





Bachelor's/Grad/Prof Degree

#### **BUSINESS**





1.496 Total Businesses

18,565 Total Employees

#### **EMPLOYMENT**

70%

White Collar



Blue Collar



18%

12%



#### TAPESTRY SEGMENTS



College Towns 4,700 households

25% of Households



Young and Restless 4,170 households

22% of Households



16% of Households

#### INCOME











\$13.543

#### **HOUSEHOLDS BY INCOME**

The largest group: <\$15,000 (18.2%)

The smallest group: \$150,000 - \$199,999 (4.0%)			Bars show deviation from Wake County
Indicator	Value	Difference	Wake County
<\$15,000	18,2%	+10.0%	
\$15,000 - \$24,999	13.5%	+5.9%	
\$25,000 - \$34,999	12.1%	+3.4%	
\$35,000 - \$49,999	12.1%	-0.1%	
\$50,000 - \$74,999	13,7%	-2.5%	
\$75,000 - \$99,999	11,4%	-2,1%	
\$100,000 - \$149,999	10.6%	-7.6%	
\$150,000 - \$199,999	4.0%	-4.1%	
\$200,000+	4.4%	-2.9%	

#### **RACE & ETHNICITY**

The largest group: White Alone (62,22) Wake County The smallest group: Pacific Islander Alone (0.05) Indicator Difference Value White Alone 62.22 -2.13 Black Alone -2.53 18.24 American Indian/Alaska 0.56 +0,07 Native Alone Asian Alone 10,89 +4,15 Pacific Islander Alone 0.05 Other Race 4.86 +0.09 Two or More Races 3.18 +0.34 -0.83 Hispanic Origin (Any Race) 9.42

#### ANNUAL HOUSEHOLD SPENDING





Groceries







Health Care

#### ANNUAL LIFESTYLE SPENDING





\*









Source: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup Rose & Associates Southeast, Inc. @ 2017

## MARKET ANALYSIS MISSION VALLEY

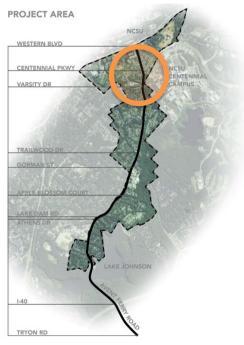


#### **Community Catalyst**

- Higher intensity
- Retail mixed-use focus
  - Theatre
  - Restaurants
  - Grocery
  - Retail
  - Hotel
  - Office
  - Housing Variety





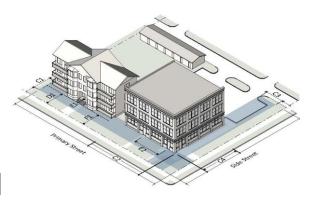


## MARKET ANALYSIS CREST ROAD TO GORMAN STREET

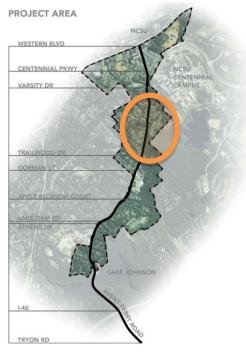


## Transitional Residential

- Multi-Family
- Limited Commercial
- Moderate density







## MARKET ANALYSIS AVENT FERRY SHOPPING CENTER

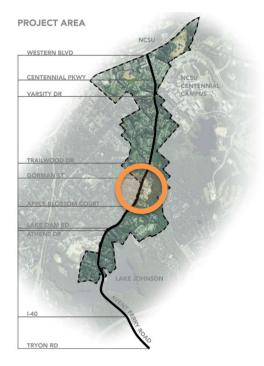


#### Lifestyle Mixed-use

- Traditional Grocery
- Convenience/ Personal Care
- Professional/Office
- Townhomes/ Condos







## MARKET ANALYSIS LAKE JOHNSON/TRYON



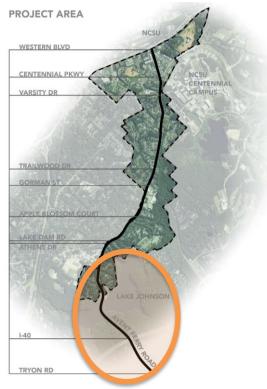
#### Recreation

- Residential infill
  - Single Family
  - Multi-family
- Active/Passive Recreation









## TRANSPORTATION ANALYSIS



## **Moving People**





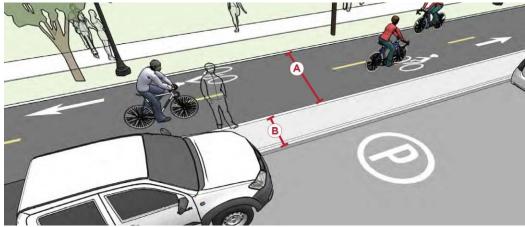


### CONNECTIVITY



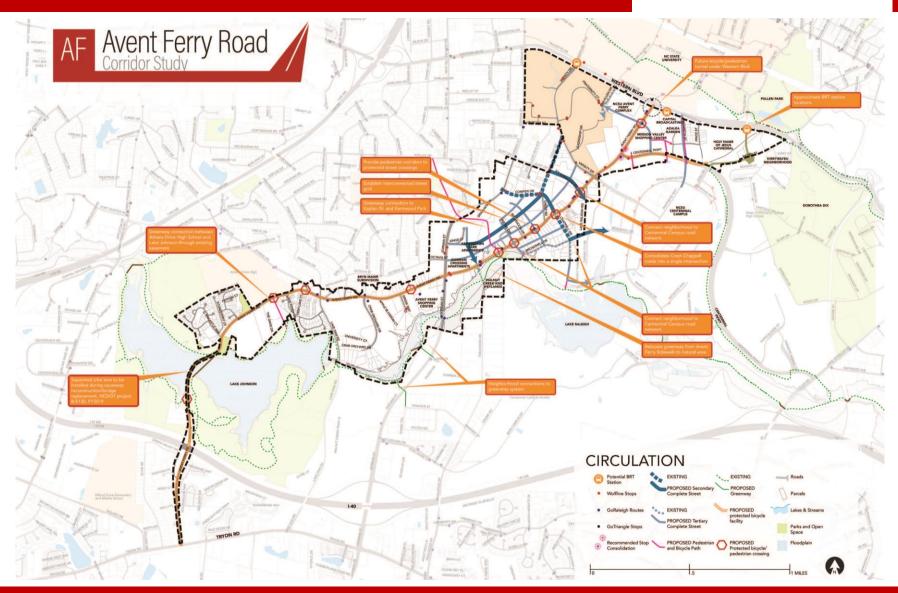
- Safety
- Protected
   Bike Lanes
- Pedestrian
   Experience





## CONNECTIVITY

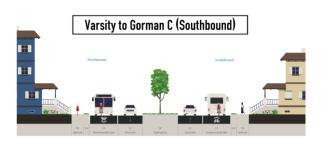




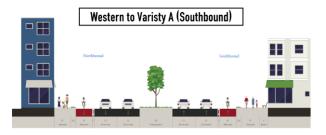
## CONNECTIVITY

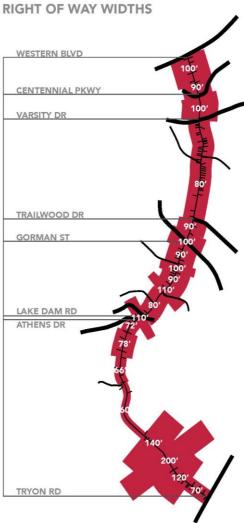


- Possibilities in existing ROW
- 28 configurations
- Level Of Service (LOS)



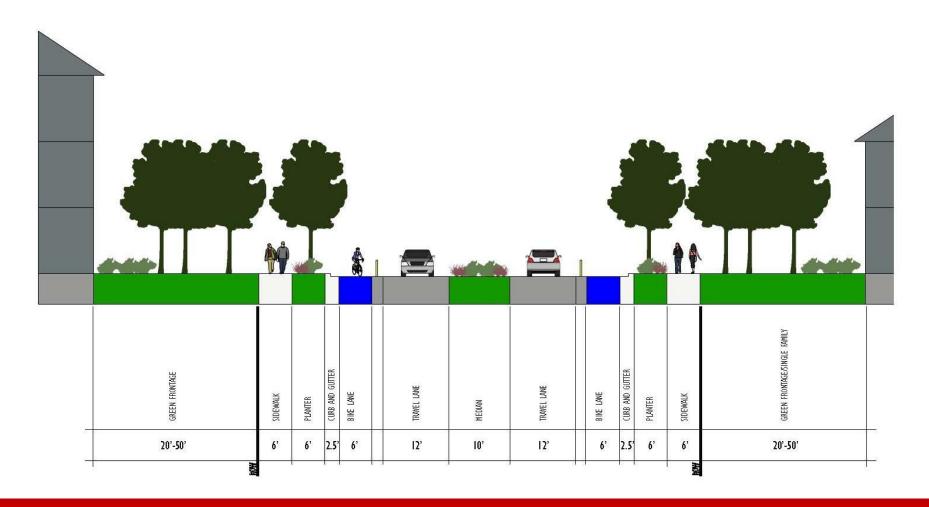






## RECOMMENDED LANE CONFIGURATION





### **URBAN DESIGN ANALYSIS**



## What will it feel like?









## LAND USE





## HEIGHT RECOMMENDATIONS













Stormwater
 Management











Plant Palette





















- Materials
- Bike/Ped
   Facilities









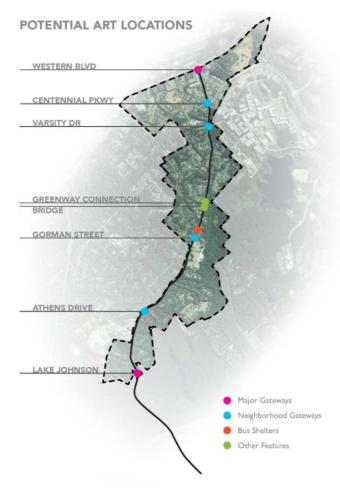


Public Art











# What are your preferences?

#### STATION THEMES

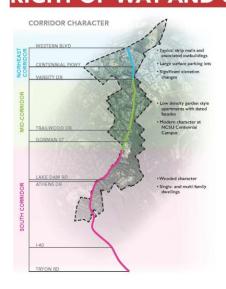


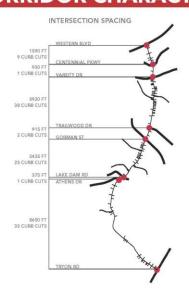
- 1. Existing Conditions
  - Orientation
- 2. Future Land Use
- 3. Connectivity and Transit
  - Proposed Connections and Crossings
- 4. Retail Centers
  - Entitlement and Comp Plan Max
  - Proposed Landuse
- 5. Street Sections
  - Lane Configuration
  - Building Height and Setback

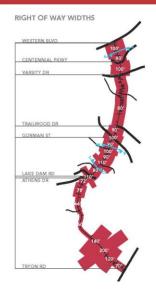
#### **EXISTING CONDITIONS**



#### RIGHT-OF-WAY AND CORRIDOR CHARACTER



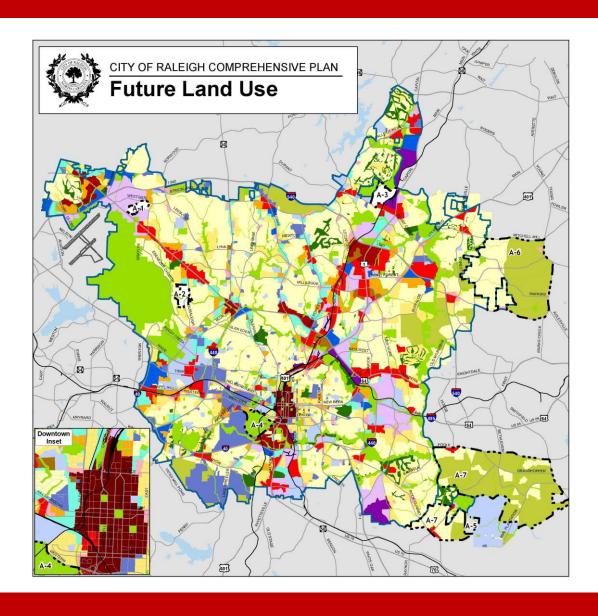




- Corridor has three distinct characters the challenge is to preserve their character while improving the areas where they meet
- A high number of curb cuts presents unsafe conditions for pedestrians, cyclists, drivers and transit users
- Varying Right-of-Way widths precludes a consistent streetscape design throughout the corridor
- Despite a number of highly valued park, commercial and residential amenities, the corridor lacks a unifying identity
- Mid-Corridor road segment includes many dated residential developments

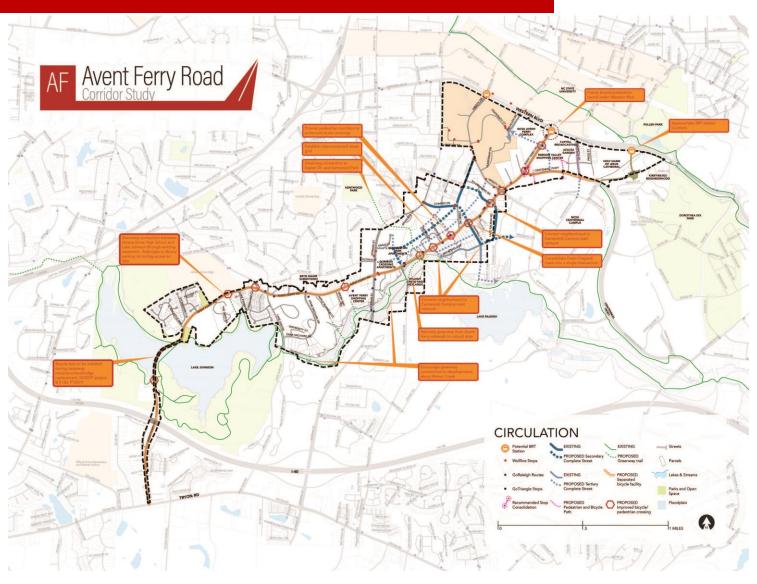
### **FUTURE LAND USE**





### **CONNECTIVITY AND TRANSIT**





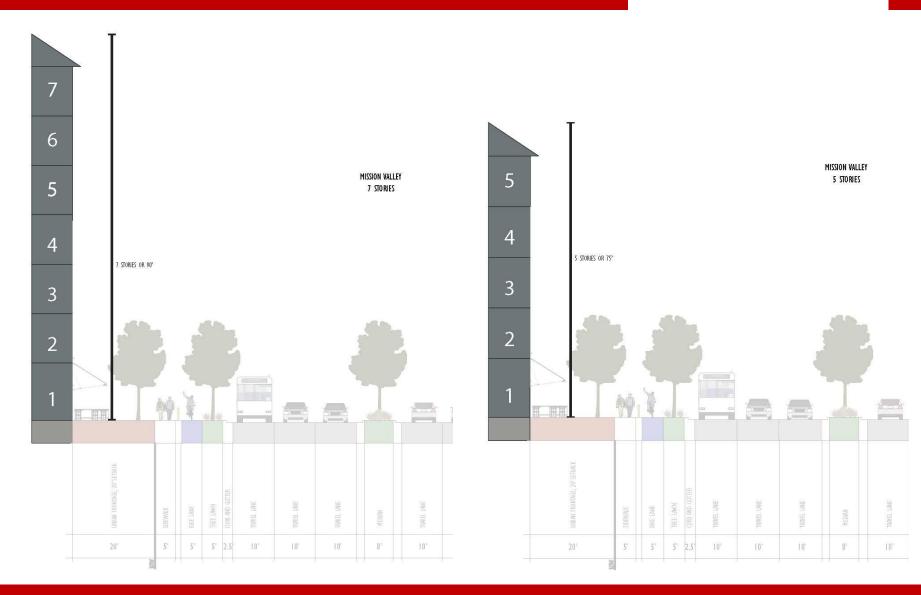
### **RETAIL CENTERS**





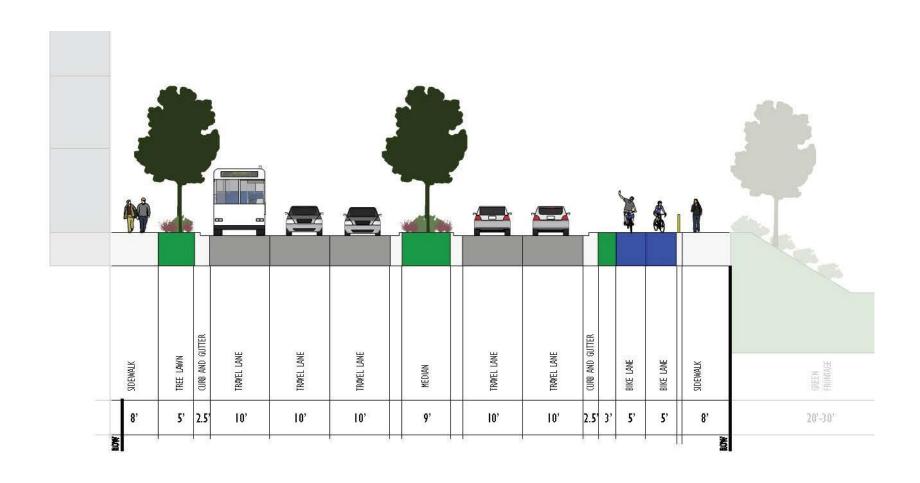
### **BUILDING HEIGHT**





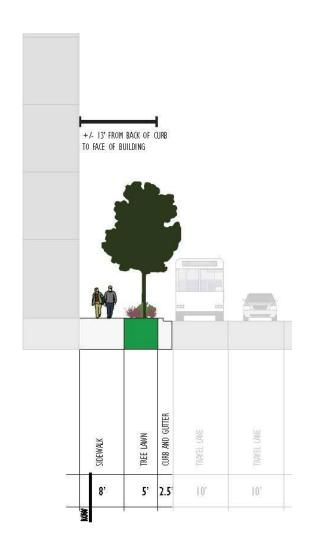
### STREET SECTIONS

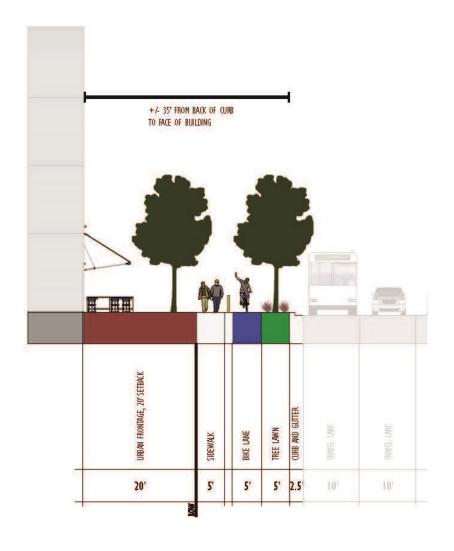




### **BUILDING SETBACK**









#### Continue to gather input:

- www.raleighnc.gov,
   keyword "Avent Ferry Corridor Study"
- Cityzen page www.planningforraleigh.com
- Community and neighborhood meetings
- City Boards and Commissions
- Focus groups
- Publicinput.com/2566